

screenmedia

digital signage • digital out-of-home • convergent media magazine

incorporating ddr magazine

february/march 2011

issue 2 volume 8

£4.95



New
Arrivals
Sale

Unleashing Portability...

Digital Signage To Go!

- Front Line Messenger
- On the Buses
- Making the Right TFT Choice for Digital Signage
- Tackling Choice & Responsibility
- ISE 2011: Digital Signage Showcased

DIGITAL SIGNAGE TO GO!

BrightSign untethered digital signage at ISE 2011, delivering the first freestanding, end to end digital signage solution and more. We just had to take a closer look!

Digital Signage became untethered at ISE 2011 as BrightSign unveiled the first freestanding, end to end digital signage solution that does not require a PC or indeed any external power or wiring. Its TD1012 display unit is a self-powered, tabletop digital signage installation that can be updated instantly via a Wi-Fi connection. The launch crowns a year of success for BrightSign, that saw the company ship some 20,000 units into Europe alone.

Tabletop platform

BrightSign's new solid state TD1012 tower is already in trials with a large popular clothing retailer, and breaks completely new ground. It is a complete digital signage installation in a single self-contained unit. No PC. No external power. No wires!

As no cabling is needed at all for playback, this tower solution is highly portable, versatile and flexible for placement virtually anywhere. In addition to retail, it is ideal for a wide range of industry and public sectors such as museums, hospitality, tradeshows, healthcare, banking and more.

"We're very excited about our new self-contained BrightSign TD1012 because it provides everything retailers and many other industries have been looking for – a truly all-inclusive, portable digital signage solution that is simple and affordable," comments Jeff Hastings, BrightSign's CEO. "We have carefully engineered this product to not only meet our high standards of quality and reliability but also to make it effortless to implement and update. The freestanding battery operated tower can be placed exactly where signage is most needed and its wireless networking keeps content fresh and relevant."

BrightSign's TD1012 delivers straightforward looping playback of pristine video and images to impress any audience. Its PC-less, fanless, solid state platform gives users the best of both worlds: high reliability and low power consumption for a green solution. To keep the display current and engaging, content updates can be made remotely with the built-in wireless networking and support for BrightSign Network and Simple Networking solutions. Using BrightSign's free BrightAuthor PC application, simple networking



tools enable remote content updating from a back office or from its headquarters across the nation.

Users can even subscribe to RSS

feeds for breaking news, stock values, local weather and more.

Ready to use right out of the box, BrightSign's TD1012 digital signage display system features an attractive yet durable steel enclosure with a host of built-in features ranging from a replaceable or rechargeable battery that provides at least 12 hours of battery life, to Wi-Fi 802.11a/b/g/n capabilities and a 12.1in high resolution screen.

Euro success

2010 was a year of success in Europe for BrightSign, with 20,000 of its low cost, solid state digital signage players deployed during the year. This total includes 1500 networked sign controllers installed at 80 FNAC entertainment stores throughout France. This installation received two major awards, including the Golden Screen Award – the Ecrans d'Or – for the best digital signage installation in the retail category by the French Digital Signage Association, APCAD.

BrightSign players have also been extensively adopted by Europe's wealth of museums and attractions, including the Letterkundig Museum, The Hague, The Netherlands, the Eden Project in Cornwall, England and Bristol Zoo in England too.

ODLO interactivity

One of BrightSign's most significant successes last year was an interactive project with Swiss sportswear manufacturers ODLO

Main picture, the Abu Dhabi Cityscape multimedia experience, powered by BrightSign. Inset, the new TD1012 portable digital signage solution from BrightSign.

to showcase a new range of high technology cycling clothing. Customers can explore product features and options via a combination of AV presentations, touch screen interactivity and bar-code scanning capabilities in kiosks designed and implemented by AV integrator Imaculix.

As Andy W Bohli, Imaculix's CEO explains, "BrightSign's exceptional HD image and video quality was a key factor for us, as our retail clients expect us to produce solutions that communicate their messages and branding to meet their very high standards. However, our customers, like us, are also budget conscious and BrightSign is the only provider we've found that matches both criteria. In fact, it goes well beyond this, by also providing great reliability and versatile interactive features."

Specially designed 'price tags' on every product, invite customers to scan the barcode to learn more about the respective items of clothing. When scanned at a kiosk, the display shows the key facts and benefits of that particular item and invites customers to interact further by touching 'hot spots' on the image, that displays further information about each piece of technology and the features ODLO has built into them.

A 23in touch display is integrated into the kiosk design. Through this, customers can browse the entire line of cycling wear using quick filters based on gender and categories. In addition, a Padding Finder application walks users through a series of questions in order to recommend the best padding and products for the individual usage.

Abu Dhabi Cityscape

In the Middle East, 41 BrightSign solid state controllers were used to deliver an exciting multimedia experience for the massive Abu Dhabi city model and three other related models at the recent Cityscape Abu Dhabi 2010 exhibition. Measuring up at 22x18m, the Abu Dhabi model used 20 synchronised BrightSign media players to illustrate the government Urban Planning Council's future vision of what the capital of the United Arab Emirates will look like in 2030.

At a scale of 1:2000 to show significant details of existing landmarks, standard resolution images spread over such a large area would have looked extremely pixelated. So, ultra-high resolution movie masters were created. The footage was then subdivided into 16, 1024x768 pixel rectangles and then delivered to 16 ceiling mounted projectors via 16 separate BrightSign HD210 media players, all running in sync. Three more BrightSign HD210 players provided the video images for the custom made, 36ft. screen at one end of the model, and a BrightSign HD1010 player delivered the sound tracks in English and Arabic and was designated as the master to the other players which were synchronised in the system.

Designed and installed by London based visual communication specialist GHA Group, the technology for the displays, bringing the model to life, was the culmination of more than two years of development work. According to Roddy Gye, GHA's MD, a solid state BrightSign network enabled HD1010 was the master player of choice along with 19 HD210s as slaves because they were easy to synchronise. With no moving parts to fail, the players performed faultlessly throughout the exhibition, as expected. The BrightSign controllers were supplied by UK distributor Pixels UK which wrote and supplied network synchronisation and control program scripts for the BrightSign players.

Wi-Fi now available

BrightSign also featured its new Wi-Fi models at ISE in Amsterdam, and these are now fully available. With its new Wi-Fi models, BrightSign now provides a choice of seven stand-alone or networked digital signage solutions, ranging from basic looping models to interactive controllers with live video feedback. The company's philosophy is to offer a scaleable range of solutions, so that customers don't pay for functionality they don't need! And accordingly, the company will continue to have available products without networking, and also products with wired networking only, alongside its new wireless units.

Europe likes cost-effective reliability

Commenting on the company's vision for Europe at ISE, Hastings says, "We're excited that we've seen adoption across the full spectrum of customers. FNAC is the largest digital signage network in France, and it makes full use of the features and functionality of our flagship player. Equally, some of Europe's many cultural attractions have adopted our entry level products, offering them the same performance and crisp image reproduction without paying for features that they don't need."

"Our success in Europe would not have been possible without the support of our European network of 20 channel partners," adds Pierre Gillet, BrightSign's European Sales VP. "Each and every country in Europe is distinct, and digital signage products in particular need to be introduced with a sensitivity and understanding of the local culture. Our channel network includes effective partners in every major country in Europe, and I thank them for their support in building a strong presence for BrightSign in this market."

Jeff Hastings concludes, "Europe has taken the cost-effective reliability of BrightSign's players to heart. And it made total sense for us to unveil our new Tabletop platform in this market. It's the first region to experience Digital Signage to Go!"

www.brightsign.biz



BrightSign digital signage solutions: top, the new portable TD1010; above, the ODLO information tower kiosk and left, BrightSign networked digital signage at FNAC in France.